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HASBRO, INC. AND SHOPRO USA ANNOUNCE NEW TOY LINE BASED ON ONE OF JAPAN'S HOTTEST NEW CHILDREN'S PROPERTIES *HAMTARO*

Hamtaro to be first introduced in US on Cartoon Network in June

Hasbro, Inc. and ShoPro USA announce a new toy line based on one of Japan's hottest new children's properties, *Hamtaro*. The story of 10-year old Laura and the adventures of her pet hamster, *Hamtaro* and his *Ham-Ham* friends, will be first introduced in the US as an animated series on the Cartoon Network beginning in June.

The toy line will follow, available at major retailers nationwide this fall, including a *Ham-Ham* House playset, two mini-playsets, plush, mini-plush and collectible mini-dolls. All toys are suggested for children ages 3 and up.

The *Ham-Ham* House Playset provides a "stomping ground" for all of the *Ham-Hams*! It comes complete with a hamster wheel on the side of the house, a swing and a see saw for even more hamster fun! The *Ham-Ham* House playset will have an approximate retail price of \$19.99.

Hamtaro has lots of fun playing in his little house, complete with his bed, sunflower seeds for snacking and his own little hideaway! And you can find *Bijou*, the French *Ham-Ham* sweetheart, in her pretty little bedroom! Mini-playsets, each sold separately, will have an approximate retail price of \$5.99.

The entire *Ham-Ham Bunch* will be available in collectible mini-doll assortments, two per package, and each pair will come with something fun from the *Ham-Ham* world, like a swingset or a hobby horse! The *Ham-Ham* mini-dolls can live and play in the *Ham-Ham* House Playset, as well as the two mini-playsets for lots of fun adventures. The *Ham-Ham* mini-doll assortments will have an approximate retail price of \$3.99.

Five of the *Ham-Hams* will be available in collectible mini-plush, and *Hamtaro* and *Bijou* will be offered in 6-inch and 10-inch plush, each sold separately.

Hasbro (NYSE:HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER, and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

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